

AGENDA

Workshop – Joint Consumer Action Plan #3

Statewide Marketing, Education, and Outreach (A.12-08-007)

January 8, 2019

9:30 AM to 5:00 PM

The purpose of this workshop is to develop the third “Joint Consumer Action Plan” for the statewide marketing, education, and outreach program “Energy Upgrade California.” The workshop will develop priorities for demand side program marketing, and will discuss integration with other marketing programs.

9:30 – 9:45	Introduction Purpose of meeting and short introductions (CPUC)
9:45 – 10:15	A look back at Year 2 JCAP Activities Reviewing the accomplishments and challenges from the current year 2 JCAP. (DDB)
10:15 – 11:15	JCAP Year 3 <ul style="list-style-type: none">• Goals and Priorities by channel (DDB)• Integration of Retail Rate Reform (DDB)
11:15 – 11:45	Evaluation, Measurement, and Verification Plan <ul style="list-style-type: none">• Cross-Cutting Marketing Study – (Opinion Dynamics)• ME&O Consensus Project (Opinion Dynamics)• ME&O During Program Transition from IOUs to Third Parties, CCAs (Opinion Dynamics)
11:45 – 12:30	Information Packet for Solar Customers Discussion of CPUC-directed information packet for solar customers, and whether or not Energy Upgrade California is the appropriate brand for the packet.
12:30 – 1:30	Lunch
1:30 – 2:30	Small Business Marketing Strategies and prioritization of marketing to small business (DDB)
2:30 to 4:45	Prioritization of Topics Interactive exercise to prioritize topic areas for the JCAP 3 (DDB and all). (A 15 minute break will be built into this session at an appropriate time)

4:45 to 5:00

Next Steps and Timeline for JCAP 3 (DDB)

Workshop Location

*California Public Utilities Commission
Golden Gate Room
505 Van Ness Ave.
San Francisco, CA 94102*

Conference Phone Line: 866-660-2389

Participant Code: 937-2559

Webinar link: <https://centurylinkconferencing.webex.com/centurylinkconferencing/j.php?MTID=m726e25878fa9258655a280cebe25198d>

Meeting number: 713 007 044

Meeting password: !Energy1